

## Sample Newsletter 2

With influenza season just around the corner, now is the time to start thinking about getting immunized. Each year, 5% to 20% of Americans get ill, approximately 200,000 are hospitalized, and more than 36,000 die from influenza and related complications.<sup>1, 15, 25</sup>

This year [INSERT NAME OF FACILITY] has launched a new employee influenza immunization program called “Flu Fighters” with the goal of vaccinating [INSERT PERCENTAGE] of employees.

### **Health Officials Recommend Yearly Immunization for Health Care Personnel (HCP)**

The Centers for Disease Control and Prevention (CDC) has recommended annual influenza immunization for all HCP who have direct contact with patients since 1981, however only 42% of HCP are immunized against the flu (CDC, unpublished data, 2006).<sup>1, 30</sup> Furthermore, [INSERT NAME OF FACILITY] encourages ALL employees to protect themselves against the flu with annual immunization.

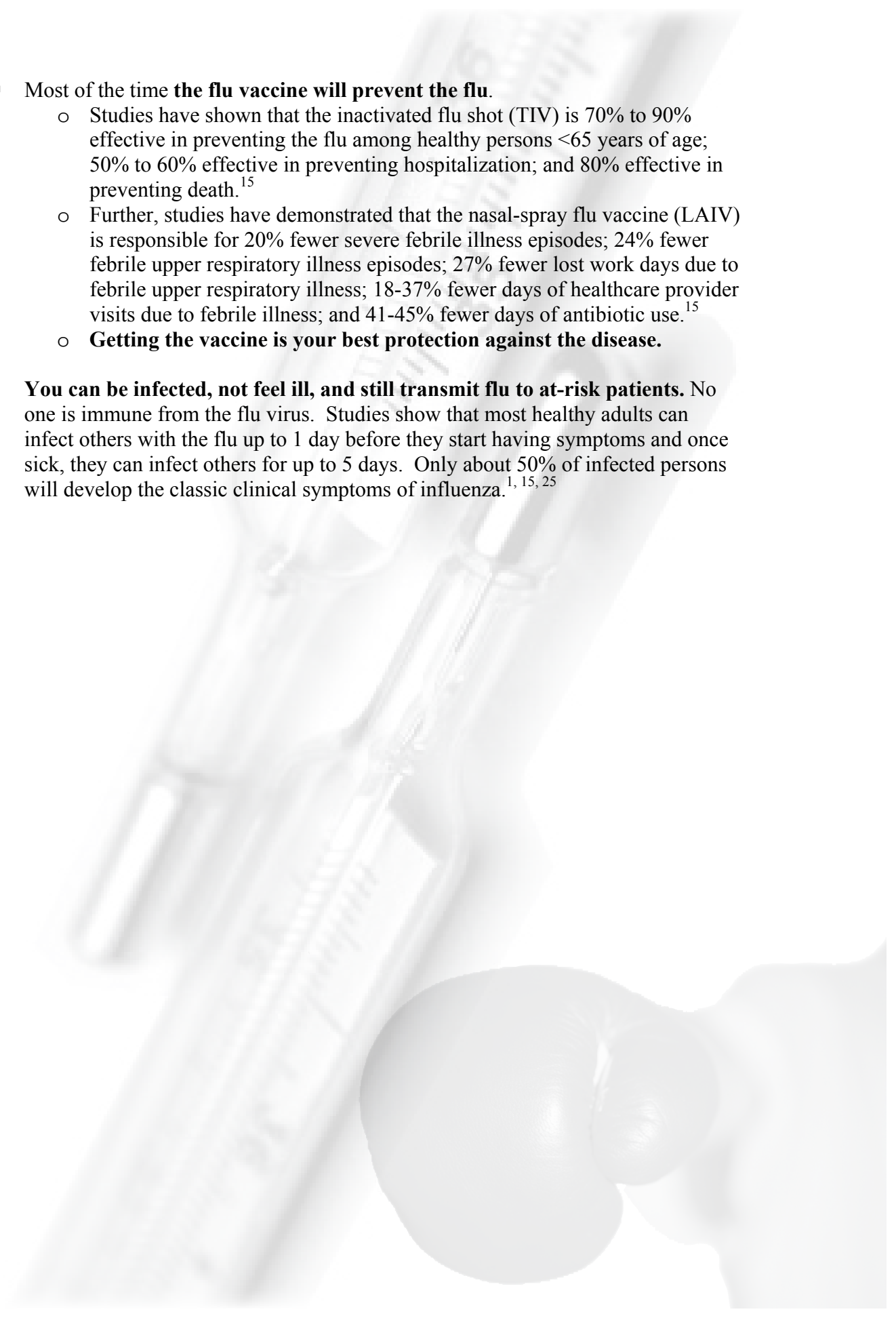
These recommendations are in place to help us protect our patients who are at high risk for influenza-related complications and to help us protect ourselves and our families from influenza.

### **Influenza Vaccine Will Be Available to Employees Beginning in October**

Free vaccination clinics will be held next month for all employees—stay tuned for details about the dates and locations. [INSERT DETAILS ABOUT OTHER PROMOTIONAL ACTIVITIES ASSOCIATED WITH THE FLU VACCINATION PROGRAM, SUCH AS INCENTIVES, PRIZES, ETC.]

### **Influenza Facts**

- **The flu vaccine cannot give you the flu.**
  - The flu shot, an inactivated vaccine containing killed virus (also known as TIV for trivalent, inactivated flu vaccine) is made from dead viruses and cannot give you the flu.<sup>1, 15, 25</sup>
  - The nasal-spray flu vaccine, a vaccine made with live, weakened flu viruses (sometimes called LAIV for live, attenuated influenza vaccine) does not cause the flu either. Attenuated means the viruses are weakened and will not cause severe symptoms often associated with influenza illness. LAIV is cold-adapted and temperature-sensitive, meaning the viruses can grow in the nose and throat, but not in the lower respiratory tract where the temperature is higher.<sup>1, 15, 25</sup>
  - Some people experience a little soreness or redness where they get the shot. This soreness goes away in a day or two. Serious problems from the flu shot are very rare.<sup>1, 15, 25</sup>

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- Most of the time **the flu vaccine will prevent the flu.**
    - Studies have shown that the inactivated flu shot (TIV) is 70% to 90% effective in preventing the flu among healthy persons <65 years of age; 50% to 60% effective in preventing hospitalization; and 80% effective in preventing death.<sup>15</sup>
    - Further, studies have demonstrated that the nasal-spray flu vaccine (LAIV) is responsible for 20% fewer severe febrile illness episodes; 24% fewer febrile upper respiratory illness episodes; 27% fewer lost work days due to febrile upper respiratory illness; 18-37% fewer days of healthcare provider visits due to febrile illness; and 41-45% fewer days of antibiotic use.<sup>15</sup>
    - **Getting the vaccine is your best protection against the disease.**
  - **You can be infected, not feel ill, and still transmit flu to at-risk patients.** No one is immune from the flu virus. Studies show that most healthy adults can infect others with the flu up to 1 day before they start having symptoms and once sick, they can infect others for up to 5 days. Only about 50% of infected persons will develop the classic clinical symptoms of influenza.<sup>1, 15, 25</sup>